

Message Text

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PAGE 01 LONDON 05546 111829Z

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SUBJECT: RESEARCH PROJECT ON EAST WEST TRADE PROMOTION

REF: STATE 065236, MARCH 22, 1975

EMBOFF DISCUSSED INFORMATION REQUESTED IN REFTTEL WITH
SENIOR OFFICIALS OF THE BRITISH OVERSEAS TRADE GOARD.
FOLLOWING ARE RESPONSES IN FORM OF QUESTION AND ANSWER.

1. U.K. EXPORT PROMOTION BUDGET: WORLDWIDE BUDGET FOR
CY 75 ABOUT 12 MILLION POUNDS.

2. BUDGET FOR EACH COUNTRY: NO FUNCTIONAL OF GEOGRAPHIC
BREAKDOWN AVAILABLE.

3A QUANTITY AND TYPES OF TRADE PROMOTION EVENTS AND
U.K. SPONSORS. SEE PAMPHLET AND BROCHURES FORWARDED UNDER
SEPARATE COVER.

3. ASSESSMENT OF RELATIVE EFFECTIVENESS - TRADE BOARD
DEPUTY DIRECTOR STROUD EXPLAINED THAT THERE IS NO WAY
TO MEASURE EFFECTIVENESS. EACH INDIVIDUAL PROMOTIONAL
TOOL IS USED DEPENDING A) ON THE CIRCUMSTANCES B) ON THE
DESIRE OF THE BRITISH INDUSTRY CONCERNED C) ON THE DES-
IRES OF THE COUNTRY CONCERNED (ESPECIALLY USSR AND PRC
WHO ARE EXTREMELY SPECIFIC ABOUT TYPE OF PROMOTION AND
ITEMS TO BE EXHIBITED IF ANY).

4. REFER TO BROCHURE FORWARDED UNDER SEPARATE COVER FOR
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PAGE 02 LONDON 05546 111829Z

FULL INFORMATION ON TYPES AND AMOUNTS OF GOVERNMENT

SUPPORT, TERMS OF PARTICIPATION FOR INDIVIDUAL COMPANIES
ETC. UKG PARTICIPATES IN ALL NAMED TYPES OF TRADE
PROMOTIONAL VEHICLES EXCEPT SOLO EXHIBITIONS, SMALL
TRAVELLING EXHIBITIONS AND CATALOG SHOWS.

5. OTHER TRADE PROMOTIONAL TECHNIQUES - NO OTHERS.

6. A NUMBER OF COMMERCIAL OFFICES STATIONED IN EACH
COUNTRY:

USSR - 5

HUNGARY - 3

EAST GERMANY - 3

CZECHOSLOVAKIA - 3

PRC - 3

ROMANIA - 3

POLAND - 3

BULGARIA - 2

TOTAL: 25

B. NUMBER OF PERMANENT TRADE CENTERS - ONE (LOCATION:
TOKYO)

C. EFFECTIVENESS OF TRADE CENTERS. OFFICIALS CONSIDER
TRADE CENTERS ARE NOT A COST-EFFECTIVE TRADE PROMOTIONAL
VEHICLE OVER THE LONG RUN, THOUGH THEY MAY UTILIZE SPACE
FOR TRADE PROMOTIONS OVER SHORTER TIME PERIODS FOR A KEY
MARKET. THEY FEEL THE RESULTS DO NOT MATCH THE SUB-
STANTIAL INVESTMENT AND MAINTENANCE EXPENDITURE REQUIRED.

7. IS EAST WEST TRADE RECEIVING ANY ENHANCED UKG SUPPORT.
NO, SUPPORT IS EQUAL TO THAT RECEIVED ANYWHERE IN THE
WORLD.

U.K. OFFICIALS WOULD WELCOME A COPY OF ANY REPORT SUB-
MITTED TO CONGRESS IF SUCH CAN BE MADE AVAILABLE.

ATTACHMENTS:

A. PUBLICATION ENTITLED - BRITISH OVERSEAS TRADE BOARD -
PROGRAMME OF TRADE PROMOTIONS 1974-76

B. PAMPHLET - INWARD MISSION SCHEME

C. " - BRITISH OVERSEAS TRADE BOARD

D. " - EXHIBITING EFFECTIVELY ABROAD

E. " - OVERSEAS SEMINAR AND SYMPOSIA

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PAGE 03 LONDON 05546 111829Z

F. " - OUTWARD MISSIONS

G. " - SUPPORT AVAILABLE TO GROUPS OF BRITISH
FIRMS.

H. PUBLICATION ENTITLED - TRADE FAIRS & EXHIBITIONS
OUTSIDE EUROPE.

ABOVE PUBLICATIONS FORWARDED AIR POUCH 4.11.75

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